·	86
BRAND INFORMATION	ACTUALIZERS ACTUALIZERS
]	Traditional/ Conservative Ads 99 High-Image/Action Ads Specials and Spreads
BRAND:	
AD NAME:	66 72 139 Srand Hamma Advertising and sedia Promotions
DESCRIPTOR COPY:	RAFILEDS ACHEVERS EXPERIENCERS
	51 75 119
OTHER INFO:	
	97 101 127
SIGN OFFS:	BELIEVERS STRIMERS MAKERS Price Promotion
BRAND MANAGER	103 108 115 Advertising
BRAND DIRECTOR	
M.C. MOORE	103
D.E.R. DANGOOR	STRUGGLERS 112
CIRCLE ONE FOR SEX AND AGE:	LOW PROSPECT AUDIENCE HIGH PROSPECT AUDIENCE
	`
SEX: MALE FEMALE DUAL AGE:	LA-34 35+ LA+ 35-54
	ONE CHECK PER GROUP
VALS GROUP	KEY ACCEPTABLE UNACCEPTABLE
ACTUALIZERS - AFFLUENT OPINION LEADERS	
FULFILLEDS - APPLE PIE PATRIOTS	
ACHIEVERS - REFLECTIONS OF THE AMERICAN DREA	M
EXPERIENCERS - FEAR NOT ADVENTURE SEEKERS	
STRIVERS - "WAN-NA-HAVES" IN DESIGNER JEANS	
BELIEVERS - CHURCH SUPPER FLAG WAVERS	
MAKERS - RUSTIC AMERICAN TRADITIONALISTS	
STRUGGLERS - AMERICAN GOTHIC VICTIMS OF SOCIE	TV

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